

# MERIT AWARDS



2042841580

**Yes, the 1995 Merit  
Awards Catalog is here! e**



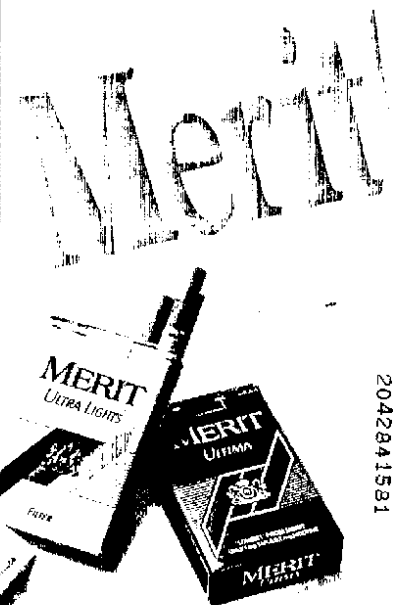
Discover: Kings Long "tar," 0.1 mg nicotine; Ultra Lights, Kings 5 mg "tar," 0.4 mg nicotine; Kings, 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

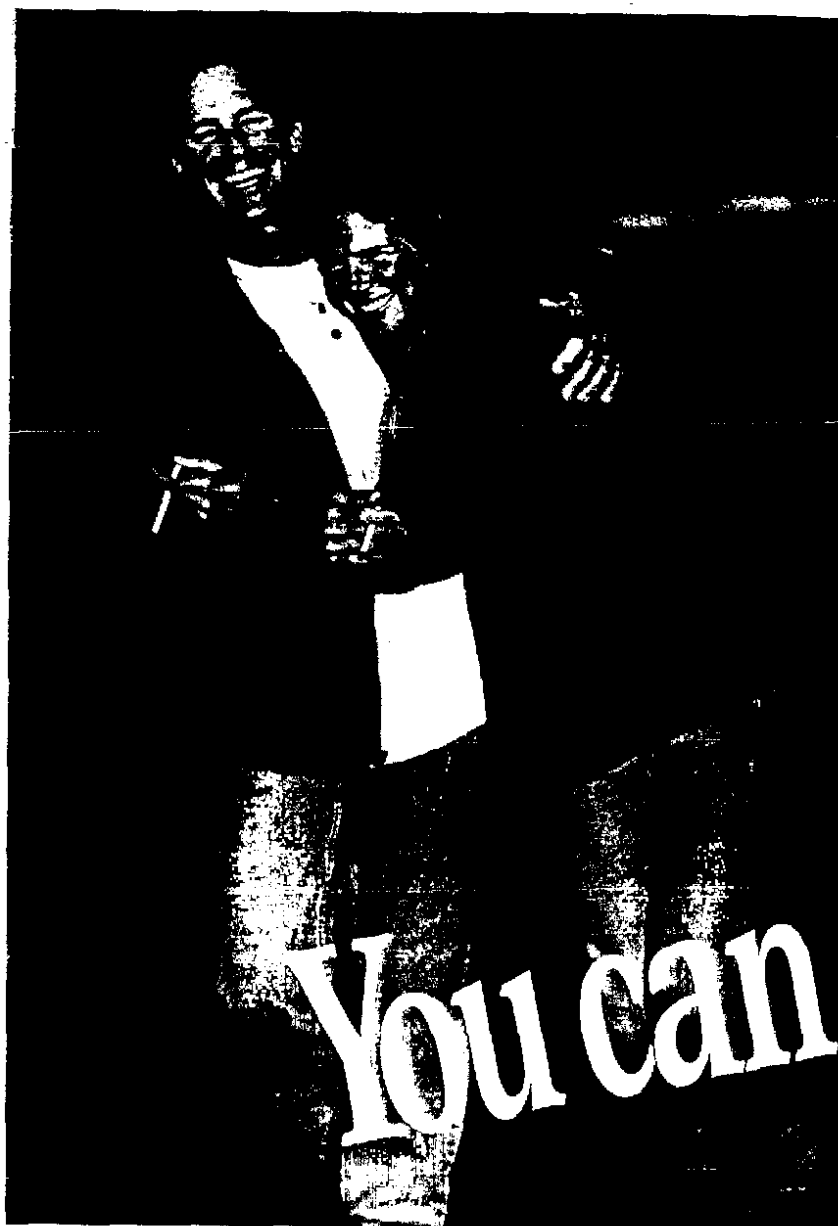
MERIT  
AWARDS

**Your reward  
for switching to great taste  
at lower tar is here.**

*The 1995 Merit Awards Catalog  
features quality items  
chosen especially for you.  
Best of all, they're yours free  
just by collecting the UPCs  
off your Merit packs.  
Just look for the easy-to-order form  
in the back of this catalog,  
and you're on your way to  
free rewards!*



2042841581



MERIT  
AWARDS



2042841582

**Merit Leather Flight Jacket** Set your sights high with this Flight Jacket from Merit. Its genuine leather exterior is supple, yet rugged. The light-fill lining keeps you snug, yet sleek. Two deep-stitched front pockets and adjustable snap cuffs. Available in unisex sizes S, M, L & XL.

450UPCs



Oh my

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

MERIT  
cigs

MERIT  
AWARDS



2042841583

**Merit Cable Knit Sweater** Don't let Autumn cool your enthusiasm. Keep cozy in this classic V-neck Cable Knit Sweater. It's made from 100% natural cotton yarn. Tunic length with side vents. Available in women's sizes *S/M* or *L/XL*.

200UPCs

**Coach Pocket Purse** Carry yourself with the understated simplicity of a Coach Pocket Purse. Handcrafted with extra strong leather by talented Coach artisans, this Pocket Purse perfectly combines form and function. Available in *Black* or *Tan*. (9 1/2" W x 5 3/4" H x 2" D)

425UPCs



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AWARDS



2042841594

**Merit Gear Bag** *You're on a roll! This Merit Blue Gear Bag has room for what you need on the go, plus two heavy-duty wheels to keep you rolling. Fine zippered exterior pockets. Moisture-proof side pocket. (32" L x 13" H x 14" W)*

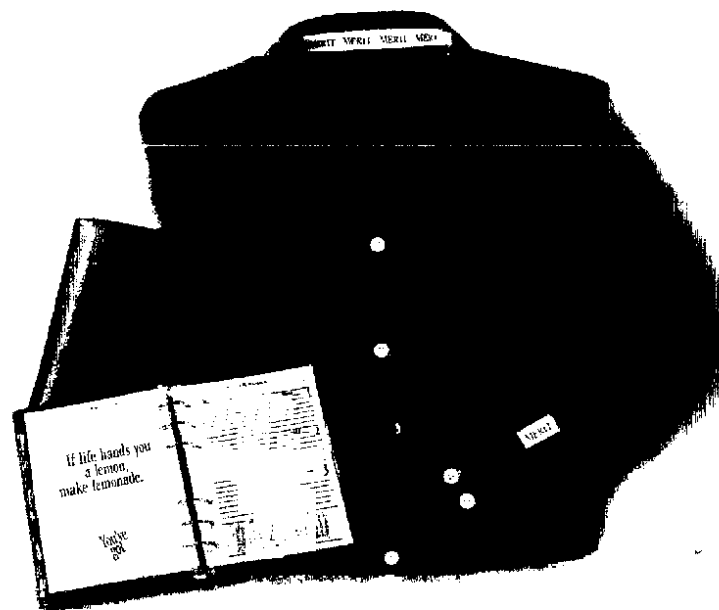
175UPCs

See page 7 for Merit Cable Knit Sweater.

# What are you



MERIT  
AWARDS



2042841585

**Merit Twill Shirt** Casual, cool and comfortable. A Brushed Cotton Twill Shirt with chest patch pockets and double button placket throughout. Add the Merit Leather Flight Jacket for a comfortable look. Available in men's sizes M, L & XL.

125UPCs

**Merit Leather Day Planner** Make no small plans. This Leather Planner has four interior pockets and a 1996 weekly planner/address book. Plus, encouraging sayings to start you off each month with a positive attitude. (8" H x 5 1/4" W)

100UPCs

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.



1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

C'mon, go for



**Magnavox Compact Disc AM/FM Stereo Clock Radio** Start every day on a good note with this CD AM/FM Stereo Clock Radio from Magnavox. Wake up to music from your favorite CD or radio station. Dual alarms, snooze and 11-hour sleep battery system. (13 3/4" W x 3 1/2" H x 9 1/2" D)

12

425UPCs



**Merit Cosmetic Bag** When you look good, you feel good. This water-resistant Cosmetic Travel Bag helps you feel great with four cosmetic accessories: toothbrush holder, soap dish, shampoo bottle and moisturizer container. Three plastic inside pockets. (11" H x 13 1/2" W)

60UPCs

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13

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.



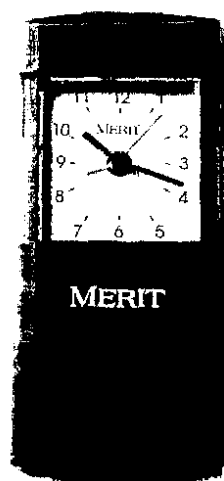
8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

# Yes, yes &



**Merit Lighter** What good is style without substance? The Merit Lighter gives you the best of both: the shiny blue lacquer casing is a real eye-catcher while the mini flip cap protects an electronic lighting system that keeps going light after light.

30UPCs



**Merit Travel Clock** When you're a go-getter, you need to get going on time. And this handy travel alarm clock keeps you right on the minute. Torch beam plus illuminated clock face. Toss one in your Merit Gear Bag and go! Battery included. (4 1/2" H x 2 1/4" W x 1/2" D)

40UPCs

14



**Merit Pocket Tool** The secret to success is preparation. This stainless steel Merit Pocket Tool keeps you prepared for any situation. Handy tools include: wire cutter, bottle opener, blade, can opener, pliers plus both Phillips and flat head screwdrivers.

70UPCs

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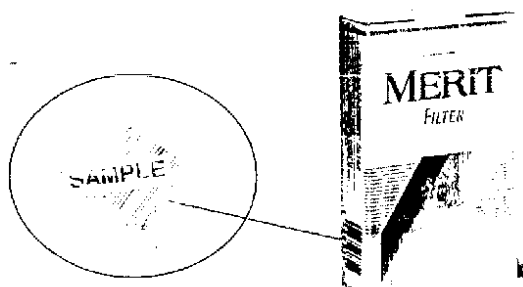
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MERIT  
AWARDS

## See how easy it is to get your Merit Awards.

Great taste at lower tax makes the stretch to Merit an easy choice for you.  
We want to make it just as easy for you to get your selection of Merit Awards.  
Simply clip the pack UPC's off any style Merit (sorry, no custom fit) and we'll be accepted.  
Then, start collecting for more Merit Awards.



### Order in 3 easy steps.

1.

Fill out the easy-to-order form completely. Must include signature and birth date.  
Program expires and orders must be postmarked by 5/31/96. Requests for  
additional catalogs must be received by 8/31/96.

2.

Include appropriate amount of Merit Pack UPC's. Use clip and tear to remove UPC's.  
Handling fees and include check or money order (please). All orders are subject to review.

3.

Mail to our envelope to: Merit Awards, P.O. Box 8156, Dover, Delaware 19905-8156.  
Please do not put postage postage on your envelope. Allow 10-12 weeks for delivery. It is a limited quantity.  
Limit: two of each item per person, no more than 12 items total.

Call 1-800-884-5777  
with inquiries about your order

### Easy-To-Order Form

Please select your Merit Awards, detach along perforation and send in  
this completed form with your UPC's and check or money order.  
Mail to: Merit Awards, P.O. Box 8156, Dover, Delaware 19905-8156.

Program expires and orders must be postmarked by 5/31/96.



Leather Flight Jacket



Cable Knit Sweater



Coach P. Purse



Gear Bag



Cotton Twill Shirt



Leather Day Planner



Magnavox CD AM/FM Clock Radio



Cosmetic Bag



Lighter



Travel Clock



Pocket Tool

Mr. \_\_\_\_\_ 1234567890123456  
Mrs. \_\_\_\_\_  
Ms. \_\_\_\_\_ Sample A. Sample  
Address \_\_\_\_\_  
123 Any St.  
City \_\_\_\_\_ Anywhere, US 12345-6789  
Phone \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Item	Qty.	Pack UPC's Required Per Item	Total Pack UPC's Enclosed
Leather Flight Jacket - S	x	450	
Leather Flight Jacket - M	x	450	
Leather Flight Jacket - L	x	450	
Leather Flight Jacket - XL	x	450	
Cable Knit Sweater - S/M	x	200	
Cable Knit Sweater - L/XL	x	200	
Coach Pocket Purse	x	425	
Gear Bag	x	175	
Cotton Twill Shirt - M	x	125	
Cotton Twill Shirt - L	x	125	
Cotton Twill Shirt - XL	x	125	
Leather Day Planner	x	100	
Magnavox CD AM/FM Clock Radio	x	425	
Cosmetic Bag	x	60	
Lighter	x	30	
Travel Clock	x	40	
Pocket Tool	x	25	
TOTAL PACK UPC'S			2042841588
SHIPPING AND HANDLING (Write in total \$&H enclosed)			

By responding to this offer and signing below, I certify that I am a resident 18 years of age or older. I am also willing  
to receive cigarette coupons and branded incentive items in the mail. I agree to applicable state and federal laws.

Signature \_\_\_\_\_ (required) \_\_\_\_\_ Date \_\_\_\_\_ Birth Date \_\_\_\_\_

Offer limited to smokers 21 years of age or older. No females accepted. Offer non-transferable. Offer good in USA only. Void in Kansas  
and where otherwise prohibited. Offer sold to employees of Philip Morris and its subsidiaries. Offer good only according to  
the weight of your envelope. Please check with post office to ensure you're affixed proper postage. © 1995 Philip Morris Inc. 1995



# MERIT

Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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